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This publication was researched and compiled by Dr. A. Manyatsi (Swaziland), with research contributions from: Eneya Maseko, Mark Maseko, Morden Mayembe, Parkie Mbozi, Frank Kayula and Imogen Mathers (Zambia); and Ericino Higino de Salema, João Nobre and Brasilino das Virtudes Salvador (Mozambique). It was edited by Parkie Mbozi and Imogen Mathers, of Panos Institute Southern Africa (PSAf). Photographs were taken by Abraham Sandam of the Zambia National Broadcasting Corporation (ZNBC), and Frank Kayula and Imogen Mathers of PSAf.

Design & Layout by Vonse Communications
www.vonseonline.com

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Panos Institute
Southern Africa

Panos Institute Southern Africa (PSAf) works to empower communities to drive their own development, and to ensure that information is used effectively to foster development.

Foreword

by Parkie Mbozi, Executive Director of Panos Institute Southern Africa

Southern Africa in the Twenty First Century faces some monumental climate challenges. In a region where almost 50% of the population live in 'absolute poverty' (according to the United Nations Industrial Development Organisation), and many communities are reliant on rain-irrigated agriculture for survival, climate change has - and will continue to have - devastating effects on lives and livelihoods.

In recent years, Southern Africa has seen how small shifts in temperature have wreaked economic destruction across the region. Changes in weather patterns - including irregular rainfall, floods and drought - have ruined livelihoods, and thrown an already impoverished region into further economic and social despair.

However there is hope amidst the brutality of these challenges. Across Southern Africa and the wider world, communities have introduced grassroots measures for dealing with the impact of climate change. These measures often draw upon age-old indigenous knowledge and practices, which have been passed down from generation to generation for centuries, and reveal how, in the face of escalating globalisation and homogenisation, it is often the small-scale local knowledge that represents the key to stability and development.

As a media development organisation committed to a vision of a Southern African community that drives its own development, PSAf views climate change - and the need to raise awareness of climate change - as a crucial development issue. PSAf believes firmly in the power of the media to raise awareness of development issues, and amplify the voices of marginalised communities. For this reason, the organisation facilitates training and development workshops for media actors across Southern Africa, and aims to forge links between key players in the development agenda.

This publication forms part of this key PSAf mission. The recent intensification of climate change-related disasters in Mozambique and Zambia prompted PSAf to work to identify climate change awareness levels among journalists, media houses and the community, and the sectoral, community and national responses to this calamity. This booklet is a summary of the findings from research conducted in Mozambique, Swaziland and Zambia. The study makes for alarming reading: it reveals

just how cataclysmic climate change issues in Southern Africa are, and emphasises the stark need for SADC countries to put these, and climate change adaptation issues, at the top of the development agenda. The inextricable link between the economic and social development of the region, and the environment and resources it relies upon for growth, cannot and must not be underestimated.

With this publication, PSAf aims to awaken key players to the threats of climate change, so that together, communities across Southern Africa can bring about the change we so desperately need.

Enjoy the read.



Harkie Mbozi
Regional Director

Panos Institute Southern Africa



A bridge washed away by flooding: as well as having a detrimental effect on agriculture, flooding also seriously damages local infrastructure across Southern Africa

1.0 INTRODUCTION

1.1 Global Warming and its Effects

Climate change has a myriad of effects, which pose serious challenges to communities across the world, particularly in less developed regions, such as sub-Saharan Africa. Some key effects of climate change are outlined below:

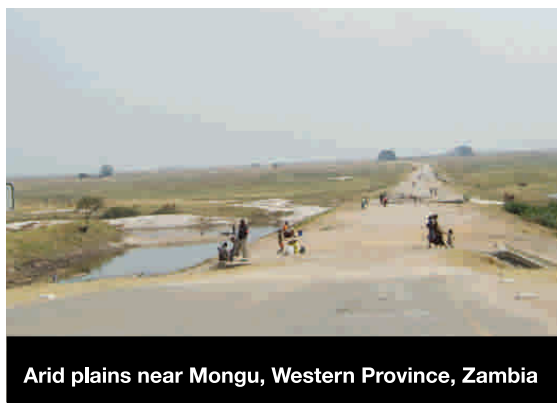
- Abnormal changes in temperature and rainfall, and the increasing frequency and intensity of droughts and floods, have long-term implications for the viability and productivity of world agro-ecosystems.
- Africa's contribution to the increasing concentrations of greenhouse gases in the atmosphere has been minimal. However, due to its widespread poverty, which severely limits its ability to adapt to changing weather patterns, Africa is also one of the continents of the world most vulnerable to the impact of climate change.
- Extreme weather events are likely to become more intense and frequent, while higher global temperatures could affect crops and water supplies and the spread of disease.
- With up to 30% of plant and animal species at risk of extinction, the effect on ecosystems could be equally severe, if the average rise in global temperatures exceeds 1.5 to 2.5 °C.

1.2 International Responses to Climate Change

- The United Nations Framework Convention on Climate Change (UNFCCC), which entered into force in 1994, set an ultimate objective of stabilizing greenhouse gas concentrations at a level that would prevent dangerous anthropogenic (human-induced) interference with the climate system.
- The Convention places the heaviest burden for fighting climate change on industrialized nations, since they are the source of most past and current greenhouse gas emissions.
- The 1997 Kyoto Protocol shares the UNFCCC's objectives, principles and institutions, but significantly strengthens it by committing developed countries to individual, legally-binding targets to limit or reduce their greenhouse gas emissions, and provide a framework for developing countries to adapt to climate change.
- The majority of African countries are party to both the UNFCCC and the Kyoto protocol.

1.3 The impact of Climate Change on Southern Africa

1. The impact of climate change on the Southern African region cannot be over-emphasised. Gruelling scenes of victims of the floods of 2006 in Mozambique, droughts and floods in Zambia during the past two years, and falling water levels in the Limpopo and Zambezi rivers, and many other bodies of water, are just a few examples of how climate change can cause devastation in an already vulnerable region.
2. The Intergovernmental Panel on Climate Change (2003) reports on the vulnerability of Africa to climate change. If the current trends are not checked, Africa is likely to reduce its yields by 50% by 2020. This is further threatened by the increased water stress that may lead to low access to food and water consumption.
3. The low level of technological advancements and the poor access to capital for development makes the southern African region more vulnerable to climatic changes.
4. Low access to income, poor technology, and dependence on rain-fed agriculture make Southern Africa very vulnerable to climate change (IPCC, 2003).



Arid plains near Mongu, Western Province, Zambia

2.0 RESEARCH STUDY

2.1 Study Objectives

The overall objective of the study was to establish community, sectoral and national responses to climate change. The main focus was on media coverage, community knowledge and adaptation strategies, and national and regional responses, based on results in Mozambique, Swaziland and Zambia.

Specific objectives of the studies were as follows:

1. To identify both how far print and electronic media report issues of climate change and climate change adaptation, and the constraints faced by media in reporting climate change issues.
2. To identify the knowledge and attitudes of journalists regarding climate change and climate change adaptation.
3. To identify the knowledge and attitudes of experts and advocates, regarding climate change issues and climate change reporting.
4. To establish the levels of awareness of climate change and the extent of climate change adaptation measure implementation amongst farmers and community members.
5. To establish what policies exist to steer national and community responses, as well to strengthen adaptation capacity to climatic change.

The study used questionnaires, interview guides, content analysis and focus group discussion guides to collect information. A panel of experts in climate change and climate change adaptation reviewed the data collection instruments for content and validity, and aligned them to suit the respective countries (Mozambique, Swaziland and Zambia). Each country followed specific procedures in undertaking the study, as outlined below.

2.2 Methodology

2.2.1 Mozambique

Questionnaires were administered to sample groups from 6 study populations. These comprised 5 environmental experts, 7 environmental advocates and 12 practicing and trainee journalists. The other population samples consisted of 60 community members selected from 3 provinces (Maputo, Gaza and Sofala) and 18 small-scale farmers, interviewed randomly throughout the 3 provinces. A group of 12 members of the communities were invited to participate in a focus discussion group for each province. Notícias - a daily newspaper - and SAVANA - a weekly newspaper - were selected for print media content analysis on climate change and climate change adaptation stories. A national policy review was also conducted to identify policies that were in place to promote climate change and climate change adaptation options.

2.2.2 Swaziland

In Swaziland, questionnaires were administered to 10 environmental experts and 8 environmental advocates. Self-administered questionnaires were distributed to 30 8 journalists and trainee journalists. Interviews were conducted with a total of 30 rural community members selected from Mbekelweni (Middleveld zone), Somntogo (Lowveld zone) and Shewula (Lubombo zone). Thirty urban community members were also interviewed. In addition, a total of 18 farmers were interviewed. Twelve community members participated in each respective community focus group discussion. A specific focused discussion was held with journalists at the Luyengo Campus of the University of Swaziland. A content analysis for print media and the internet was conducted, in order to establish the stories which had been reported regarding climate change and climate change adaptation, and the trend in focus of current climate change stories. A national and regional policy review was conducted to identify policies that are in place to promote climate change adaptation.

2.2.3 Zambia

The study sample comprised 40 journalists, 10 student journalists, 10 environmental experts, eight environmental advocates, 18 small-scale farmers and a total of 96 randomly picked members of the community. The sample was drawn from Lusaka, Chipata, Ndola, Kitwe and Choma. Data was also collected through content analysis of three national daily newspapers - The Post, The Times of Zambia, The Zambia Daily Mail - and news websites. A review of a radio programme on the environment and a weekly television programme on agriculture was also carried out, to determine how they dealt with climate change and climate change adaptation issues. Policy documents were also reviewed.

2.3 Key Findings and Conclusions

Media Houses

1. Media coverage of climate change and climate change adaptation issues still remains low and of poor quality across the three countries because the media houses have not prioritised the issue.
2. Media editors and owners do not regard climate change as a saleable issue worth spending prime airtime or newspaper space.
3. Media owners and editors have limited knowledge of climate change and adaptation strategies and thus very few regard it worth to be diarizing for their respective media organisations.

4. Most detailed articles or radio/TV features are either from foreign media or news agencies, specialized and/or sponsored newspaper columns, or TV and Radio programmes.
5. The articles and stories published contain inadequate information, detailed analyses or testimonies from families and communities affected, as would be necessary to inform and educate the public and stakeholders on various aspects of the subject.
6. Reportage of climate change is still event-based as opposed to issue-based, suggesting a lack of agenda-setting of the subject on the part of the media houses and individual journalists.
7. A review of curricula revealed that there is no deliberate emphasis on teaching climate change issues to students. While environmental reporting is taught in some cases, it is very general. The implication is that they graduate with little knowledge of climate change or other environmental issues.
8. There is a lack of central and well-publicised resource centres, which journalists can visit to obtain the information they need to write or broadcast climate change issues in an informed manner.
9. The three countries did not have publications or radio and TV programmes that specifically carried information on climate change issues and this deprived the public from getting in depth information about climate change issues.
10. The results showed that there was limited coverage of climate change and climate change adaptation.
11. Neither country had publications that specifically carried information on climate change issues; this deprived the public from gaining in-depth information about climate change issues.



The lower branches of this mango tree in Zambia have been decimated by livestock, desperately searching for food in the absence of grass, the growth of which had been severely hampered by drought.

Journalists

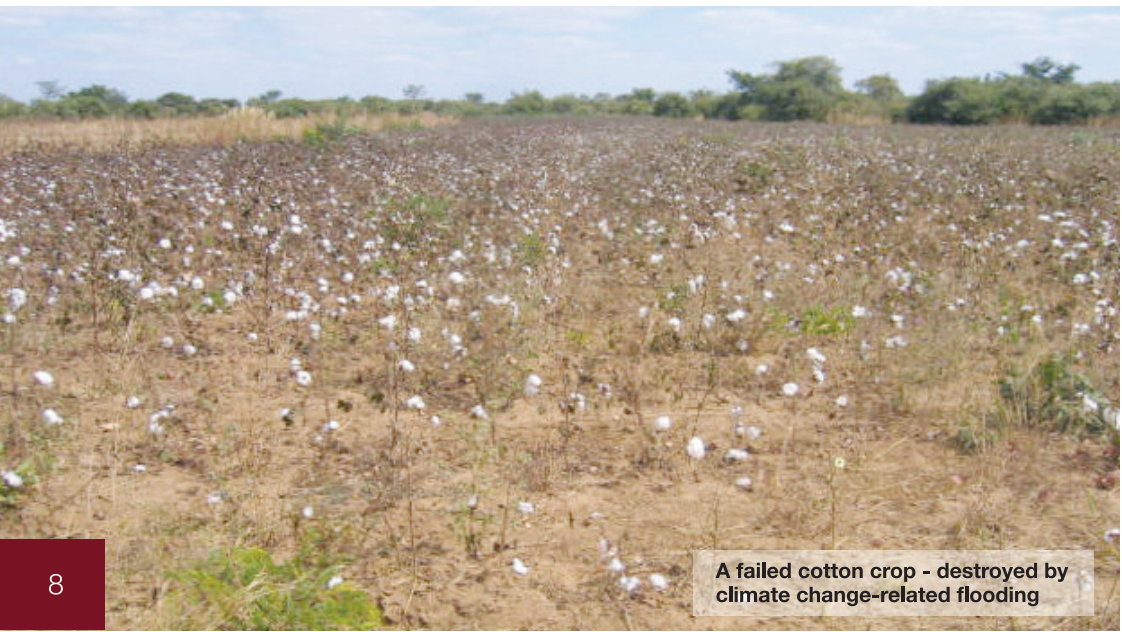
1. The knowledge base of journalists in climate change and climate change adaptation was limited. Consequently, this ensured that there was limited coverage of climate change issues, despite the fact that the public relied heavily upon the media for news and information.
2. The interviewed journalists indicated that they relied mainly on environmental experts for news concerning climate change, and yet very few experts presented the news to journalists. This revealed that there was an urgent need for a forum to exchange views and news on climate change.
3. Journalists felt there was no incentive to cover climate change issues, as they were not considered saleable stories. However, it is important to note, that this 'saleability' relied crucially on a story's angle – for example they were deemed saleable when they had "some political face" and were presented as case studies.

Communities and Farmers

1. Community members were highly aware of the changes in weather patterns over the years, and on the impact of these changes on their agricultural productivity and on other aspects of their lives.
2. The public understanding of the causes of climate change and climate change adaptation was limited. With adequate information, the public would increasingly come to understand the issues of climate change, and would support initiatives aimed to cushion the impact of climate change, as well as demand positive action from their leaders.
3. The community members, farmers in particular, lacked information on new technologies - seed, trees, animals, implements etc – for effective adaptation to climate change.
4. Some community members related the recent climate-related disaster of floods and droughts to acts of God.
5. Communities did not make a connection between climate change and any human activity. They understood it to be a natural occurrence, which was bound to happen regardless of human activity.

Policies

1. Out of 15 SADC member countries only 5 - Lesotho, Madagascar, Malawi, Mozambique and Zambia - have developed a National Adaptation Plan of Action (NAPA).
2. The countries did not have policies and legislation directly addressing issues of climate change and climate change adaptation.
3. Where attempts have been made to draw up policies, these have not been adequate to address all the different facets of climate change, and have not been consultative enough to include all stakeholders from across the broad spectrum of society.
4. There was also a lack of coordination on climate change issues in all three countries. Too many institutions were handling climate change issues, with very little coordination among them.
5. There is evidence of lack of policy-practice interface and interaction between community members on the one hand, and policy makers on the other.



A failed cotton crop - destroyed by climate change-related flooding

2.4 RECOMMENDATIONS

On the basis of the study, the following clusters of recommendations were made:

2.4.1 Media Institutions

1. Climate change media strategies should be developed and implemented for the benefit of the communities, especially rural farming communities. This would assist in closing the knowledge gap that exists among rural farming communities. The strategies should provide for local language radio programmes, easy-to-read newspaper articles, and demonstrative television programmes, as well as drama.
2. The countries should produce annual country reports on climate change and climate change adaptation strategies.
3. Universities and institutes specialising in journalism should provide a greater number of subjects relevant to climate change, as well as teaching different methods of making environmental news saleable.

2.4.2 Knowledge and Attitudes of Journalists and Environmental Experts

1. A cadre of environmental journalists should be trained, with particular emphasis on climate change issues. This could be done through the development of intensive short and long term training courses, in conjunction with existing institutions offering training in journalism, through organising regional workshops for journalists, and through offering fellowships to journalists.
2. A regional publication in the form of a newsletter or journal should be published to share and disseminate research findings, case studies and experiences of climate change. Particular attention should be paid to the publication's style and format, to ensure it acts as an adequate resource for journalists. It should therefore be produced using an editorial board, including environmental experts, environmental advocates, editors, reporters and behaviour change communication specialists
3. Environmental experts should have a forum to exchange views on climate change issues, and should be encouraged to write related technical papers, which journalists and other interested parties could readily access to gain insights on climate change issues.
4. Annual prizes for journalists who excel in reporting on climate change issues should be introduced, for both print and electronic media. In this regard, third sector and private sector organisations should be approached to sponsor prizes, which would act as adequate incentives to journalists. Cash prizes, fellowships or information technology media-related equipment should be considered in this regard.
5. Field trips should be sponsored, to enable journalists to visit both sites affected by climate change, and those where climate change adaptation strategies have been implemented.
6. Workshops should be organized for journalists and environmental experts, enabling them to discuss climate change issues and how the two groups could work more effectively together to provide useful information packages to the public.

2.4.3 Community Knowledge and Practices

1. Workshops should be organized to sensitise agricultural extension officers and the community on climate change and climate adaptation. This could involve various innovative communication methods like radio, video-sharing, oral testimonies etc.
2. Weather forecast reports, giving projections for a period of at least three months, should reach the farmers months in advance, to allow them to make informed decisions on agricultural activities.
3. There is a need to scale up the adoption of farming methods, such as conservation farming, to help farmers adapt to climate change.

2.4.4 Policy Framework

1. There is a need to establish climate management centres in each of the countries in the region supported by a SADC centre. The centres will be charged with coordinating all activities, and geared towards combating climate change and promoting climate change adaptation mechanisms. They will provide timely and accurate information to the public on climate change, provide early warning signs, and suggest ways of dealing with the changes. The centres could be housed within the ministries responsible for meteorology or agriculture. A lesson can be learned from Kenya, where such centres have been established.
2. Governments should develop climate change policies and climate change adaptation action plans. The governments may need assistance in the form of finance and experts, in order to develop policies and action plans. Climate change issues should be incorporated in other policies that are relevant to the subject. The policies should incorporate both prevention and mitigation and adaptation strategies based on local situations and needs. Everyone should be made to understand the impact of their actions on the environment and climate in particular.
3. The countries should produce annual country reports on climate change and climate change adaptation strategies.
4. The above recommendations should be shared with, and adopted by, other regional and international organisations such as SADC, NEPAD, AU and UNDP, to influence regional responses to climate change and climate change adaptation. There is need also for the regional and continental groupings to take leadership in developing generic policies and strategies that Member States should be encouraged to adopt.



Impassable path to toilet at Chilumba Agricultural Camp

3.0 CASE STUDIES

The results from the different countries are discussed as case studies in sections 3.1, 3.2 and 3.3.

3.1 CASE STUDY: MOZAMBIQUE

3.1.1 Institutions Responsible for Climate change

- The Ministry for Coordination of Environmental Affairs (MICOA) coordinates climate change and climate change adaptation issues in Mozambique, in coordination with the Natural Disaster Management Institute (INGC).
- These two institutions work in collaboration with the National Institute of Meteorology, which predicts the changes in climate in Mozambique.
- Other governmental organizations that are relevant to climate change are the Ministry of Agriculture, the Ministry of Mineral and Energetic Resources and the Ministry of Tourism.

3.1.2 Media Background Information

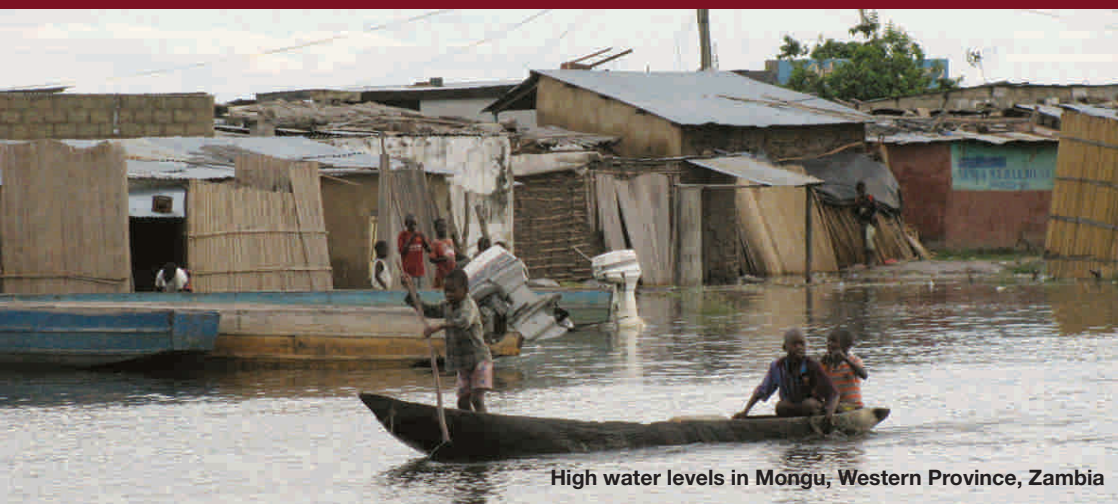
Mozambique has four organisations offering training in journalism: the Journalism School, Communication and Art School (ECA), Communication and Image Professional Institute and Polytechnic Superior Institute (ISPU). ECA belongs to Eduardo Mondlane University, a public university. The Journalism School and ECA are the two universities that offer diplomas in journalism, although the first batch of graduates in this subject is yet to graduate from ECA, as the course began in 2004. ISPU and Communication and Image Professional Institute do not usually offer diplomas in communication rather than journalism. However, none of the specified organizations run programmes related to climate change.

Apart from the two print media magazines selected for the study, Mozambique has a wide range of journals, both governmental and privately published. Government publications include Notícias - a daily newspaper - and Domingo - a weekly newspaper. In the private sector, the most dominant print media houses are O País, Savana, Magazine Independente, Zambeze, and Fim de Semana. All publish their articles in Portuguese.

Mozambique has several television broadcasting stations: TVM (Mozambique Television), STV (Television from SOICO group), Miramar, TIM (Independent Television of Mozambique) and Manãe. The television signal is received in the capital cities of the ten provinces, but does not reach most of the rural areas. Television stations with the widest coverage are TVM and STV. All these broadcast their news mostly in Portuguese, with the exception of STV, which broadcasts sessions in Ronga, the predominant language in the southern Mozambique services.

3.1.3 Print and Electronic Media

1. Of the 155 editions of Notícias reviewed for 2004, only 44 (28%) contained information on climate change or climate change issues, with a total of 59 articles on climate changes. Of the 54 editions of Savana journal, which were reviewed, only seven editions printed articles concerning climate change.
2. The high incidence of news about climate change during January and February was due to the fact that during that period of the year, natural disasters such as floods occurred frequently (comprising 60% of total articles on climate change in that year).



High water levels in Mongu, Western Province, Zambia

3.1.4 Journalists' Knowledge And Attitudes

1. Only 25% of journalists in Mozambique reported to be covering new developments or events related to climate change issues in their reports. These reports relate to alternative fuels (bio-fuels) and different climate change hazards that have been increasingly affecting Mozambique.
2. According to most journalists, the reason for not covering climate change issues was that the stories were not treated as saleable. In terms of rating - from one to ten - most journalists rated them between one and five in terms of the climate change or climate change story being saleable. The journalists also thought that there was no culture for reading such scientific stories, and that the media in Mozambique sold issues when covering political and economic issues.
3. Most journalists had encountered obstacles in covering climate change or climate change adaptation aspects, such as lack of information sources, lack of means for journalists to visit affected areas, and inadequate knowledge of climate change and climate change adaptation.

3.1.5 Experts' Perceptions of Climate Change

1. Experts and advocates displayed knowledge of climate change, and a belief that climate change constitutes an important area of concern, because it affects vulnerable people with little or reduced adaptation options.
2. They believe that if the climate change trend continues, the incidence of extreme events - such as floods, cyclones, earthquakes, droughts - will continue, hunger will increase due to low productivity, loss and alteration of the biodiversity dynamism will occur, and diseases and deaths will increase.
3. Seventy per cent of environmental experts and advocates stated that they had been involved in advocating climate changes and climate change adaptations. However, none of them were working with the media to create awareness on climate change issues. The reasons given included the fact that journalists did not ask for information, there was a lack of coordination between the government and NGOs in order to disseminate the information, and a lack of clear channels or policies on how information should be provided to the media.

3.1.6 Farmers and Community Perspectives

1. Farmers believed that the government could help them deal effectively with climate change by educating them about it.
2. The preferred media for receiving information on climate change were radio or TV.
3. In Maputo and Gaza, local leaders or government members were the second most preferred sources of climate change information.
4. Some community members attributed climate change to non-scientifically proven causes, such as the civil war between FRELIMO (Movement for Liberation of Mozambique) and RENAMO (National Resistance for Mozambique), which ended in 1992. Others attributed it to the loss of traditional values, the global increased of the population that leads to deforestation, and pollution caused by large firms.
5. Above all, there is lack of knowledge and literacy among local communities and small-scale farmers on the existing new technologies or on how to implement them.



For communities in Western Province, Zambia, water courses represent a crucial livelihood source



A flooded maize field

3.2 CASE STUDY: SWAZILAND

3.2.1 Institutions Responsible For Climate Change

- The institution within Swaziland responsible for climate and climatic change issues is the Swaziland Environment Authority (SEA).
- The Swaziland Meteorological Services was delegated to be the national focal point for climate change issues.
- The other government institutions relevant to climate change and climate change adaptation are the Ministry of Agriculture and Cooperatives, the Ministry of Natural Resources and Energy and the Ministry of Tourism, Environment and Communication.
- The Swaziland National Trust Commission (SNTC) is a parastatal organization that is responsible for conserving nature and cultural heritage in Swaziland.
- The Coordinating Assembly of Non Governmental Organisations (CANGO) provides services to improve the capacity of local non-governmental organizations, some of which are involved in climate change.

3.2.2 Media Background Information

The two main print media houses in Swaziland are the Times group of companies and the Swazi Observer group of companies. They both publish daily newspapers in the English language. The Swaziland Television and Broadcasting Services is based in Mbabane, and its signals are received by a majority of households in possession of television receivers. It broadcasts in both English and SiSwati. Channel Swazi is a privately operated television broadcasting station that is based in Manzini. It broadcasts in both English and SiSwati. Its reception does not extend to many rural parts of the country, however. The Swaziland Broadcasting and Information Service is a department under the direct control of the Ministry of Public Services and Information. It operates two radio stations, with one broadcasting in SiSwati and the other broadcasting in English.

Journalists in Swaziland are affiliated to the Media Institute of Southern Africa (MISA). Training opportunities for journalists are very limited in Swaziland, as the University of Swaziland is the only institution offering formal training. It offers a three-year diploma in Journalism and Mass Communication.



The country has no policies and legislations directly addressing issues of climate change and climate change adaptation.

3.2.3 Print And Electronic Media

1. Swaziland's local newspapers, The Times of Swaziland and Swazi Observer, have been reporting on natural disasters - including storms, hailstorms, heavy rains and floods, and drought - but reportage to date, has not covered climate change issues in detail.
2. Media coverage on climate change has improved since the beginning of 2007. In 2004, the Swazi Observer printed 3 articles on natural hydrological disasters, while The Times of Swaziland printed two. In 2005, The Times of Swaziland published 10 articles, while the Swazi Observer published 6. In, 2006 the Times of Swaziland published 6 articles on hydrological disasters and the Swazi Observer published 7. Articles on hydrological disasters and the environment published by the Swazi Observer and The Times of Swaziland for the period of January 2007 to July 2007 included 11 and 8 related articles, respectively. Out of the 11 articles published by the Swazi Observer, 8 of them directly addressed the issue of climate change, while out of the 8 articles in The Times of Swaziland, 5 of them were on climate change.
3. The Swaziland Environment Authority (SEA) organised training for journalists on environmental issues; this may have contributed to the improvement of reporting on climate change in 2007.
4. In 2007, the Renewable Energy Association of Swaziland (REASWA) was also engaged in writing articles on climate change and submitting them to media houses for publication.

3.2.3 Journalists' Knowledge and Attitudes

1. Only 27% of the journalists reported that they had written stories on climate change and climate change adaptation. The stories covered water issues in Southern Africa and on how drought affects farmers in Swaziland.
2. All journalists felt that they had a role to play in mitigating climate change. On a scale of one to ten, the average ranking of climate change or climate change adaptation as a saleable story was put at six.
3. Climate change was considered a saleable story when it resulted in disasters or extreme conditions, and when some significant events associated with it were taking place.
4. Editors did not often consider climate change issues to be priority stories.

3.2.4 Experts' Perceptions on Climate Change

1. The experts demonstrated a good understanding of climate change, as well as the indicators for climate change, and they treated climate change as a source of concern because it had an impact of reducing water resources and related hydrological disasters, and led to increased food insecurity and rising poverty levels in the community.
2. Out of the eighteen experts and advocates for environmental issues, eleven (61%) provided information at some point to the media to create awareness on climate change. The information was provided to print and electronic media.
3. The experts indicated their willingness to support a publication on climate change, in the form of contributing articles to the publication and reviewing articles, as well as circulating the publications to relevant stakeholders.



Water levels in rivers across Southern Africa have reached record low levels during the last ten years

3.2.5 Farmer and Community Perspectives

1. Community members did not have adequate information on climate change and climate change adaptation.
2. The limited information accessible to many communities was through the local radio in the form of daily weather forecasts. The information was found to be inadequate.
3. The community felt that weather forecasts should provide medium to long-term information. The weather predictions focused on major towns, and were not relevant to many communities. Communities suggested an effective early warning system to operate at constituency level.
4. There was a general feeling that NGOs were more concerned about HIV and AIDS-related issues, and were doing very little about climate change.



Soya crops growing in a waterlogged field

3.2.6 Policy Framework

1. The approach taken by the Swaziland government to promote access to water for irrigation has been to invest in major water infrastructure, through building dams and providing infrastructure for farmers to irrigate their crops.
2. Some non-governmental organisations, such as the Swaziland Farmers Development Foundation and the Women Resource Centre, have played roles in promoting access to and use of water resources by using micro water management technologies in community projects.
3. Swaziland has no crop breeding activities; seed is mainly imported from South Africa, Zambia and Zimbabwe.
4. Farmers complained that certified seed was so expensive that the majority of them could not afford to purchase it.
5. The Extension Services of the Ministry of Agriculture and Cooperatives runs a programme which encourages farmers to grow crops that are tolerant to drought, such as sorghum and cassava in the drought prone areas, including the Lowveld and the Lower Middleveld.
6. There is very little research undertaken in the field of climate change and climate change adaptation.
7. There is no formal and effective mode of communication between government institutions, institutions of higher learning and research institutions, NGOs and farmers.

3.3 CASE STUDY: ZAMBIA

3.3.1 Institutions Responsible for Climate Change

- In Zambia, the Ministry of Tourism, Environment and Natural Resources (MTENR) is responsible for climate change issues and is the national focal point for the United Nations Framework Convention on Climate Change (UNFCCC).
- The other institutions relevant to climate change issues are the Zambia Meteorological Department, the Environmental Council of Zambia, the Disaster Management and Mitigation Unit (DMMU), the Ministry of Energy and Water Resources, the Zambia National Farmers' Union (ZNFU) and a number of non-governmental Organisations.
- There are also scientific organizations, such as the Centre for Energy, Environment and Engineering (CEEPE), which focus on addressing climate change and climate change adaptation issues.

Background information

The mainstream print media in Zambia is comprised of three daily newspapers; the privately-owned and independent Post (Circulation - 30, 000); the government-owned Times of Zambia (Circulation - 25,000) and The Zambia Daily Mail (Circulation - 15,000). A number of weekly newspapers are also in circulation, but have minimal reach, particularly outside urban areas.

In terms of broadcasting, there is one main national broadcaster, the government-owned Zambia National Broadcasting Corporation (ZNBC), which has one television channel and a three channel radio station. The recent liberalization of the media industry, however, has enhanced private sector participation in the media industry, with about 30 community and Christian radio stations springing up around the country.

The University of Zambia (UNZA) offers a four-year Bachelor of Mass Communication degree programme that is accessible to school leavers, non-school leavers and mature age entrants. The programme allows students to specialize in either print or electronic media. Evelyn Hone College of Applied Arts and Commerce offers a three- year diploma programme that prepares journalists to work in either print or electronic media. Other credible institutions that offer journalism training are Mindolo Ecumenical Foundation (formerly Africa Literature Centre) and Zambia Institute of Mass Communication (ZAMCOM). Students at all institutions are given the opportunity to undertake internships at established media organisations, for periods ranging from two to four months, in order to practice their skills. Students at UNZA and Evelyn Hone College also have student newspapers and radio stations through which they can put their skills to use.

However, a review of curricula revealed that there is no deliberate emphasis on teaching climate change issues to students. While environmental reporting is taught in some cases, it is very generalised. The implication is that students graduate with little knowledge of climate change or other environmental issues. This state of affairs is compounded by the fact that Zambian journalists do not specialize in reporting on issues such as the environment, but in most cases work as general reporters. The media in Zambia has a high staff turnover, as, upon acquiring some relevant experience, most journalists make the move into public relations, marketing and other fields. This is largely due to poor conditions of service within journalism, and low motivation for those who work as stringers for long periods of time.

3.3.2 Print and Electronic Media

1. While newspapers, radio and television were accessible to many communities within Zambia, the Internet was still a preserve of the minority, due to cost implications.
2. From a journalistic perspective, stories on climate change were not considered saleable. The reasoning was that the Zambian audience is politically biased when it comes to media consumption. The dominant view of the respondents was that only politics sell in Zambia.
3. The content analysis revealed that the focus of climate change stories in the local media is on the effects of climate change. Most of the stories in the newspapers that were analysed focused upon droughts and floods.
4. The content of the three national dailies over a period of three years did not include much content pertaining to why and how the floods and droughts had occurred.
5. Most (90%) of the published stories were tied to government leaders. The floods in 2006 were extensively covered because the Head of State and some prominent cabinet ministers had visited most of the affected areas. The content analysis showed that over 90% of the stories that had prominent elements of climate change were sourced from government officials at public functions, including meetings and workshops.
6. Less than 5% of stories were attributed to environmental advocates and only about 2% attributed to environmental experts.
7. Among the locally hosted websites, the findings revealed that climate change was not included among the major subjects covered. There was, however, a website hosted by OneWorld, an NGO, which had given climate change issues much prominence. Unlike other websites, OneWorld even had links to documents on climate change. The presentations on climate change were very informative, elaborate and easy to read.



In 2007, drought destroyed harvests across Southern Africa

3.3.3 Journalists' Knowledge and Attitudes

1. The knowledge levels of journalists on climate change and climate change adaptation were found to be below average.
2. The journalists seemed to understand the effects of climate change but not climate change itself. They constantly referred to phenomena such as floods and droughts, as opposed to the processes that are leading to droughts and floods. The limited knowledge surrounding climate change may also be responsible for the journalists' apparent failure to turn climate change stories into lead media stories, in spite of their complexity.
3. Editors do not treat stories and articles on climate change with the same priority and urgency that they do with political stories. In order to make climate change stories sellable, journalists should report on the human face and implications of climate change – illustrating how people's daily lives and livelihoods are affected by climate change.

3.3.4 Experts' Perceptions of Climate Change

1. Experts did not consider climate change adaptation interventions in Zambia to be effective, because of lack of legislation and inadequate sensitisation.
2. All the environmental experts and advocates reported that they had been providing information to the public but not to the media. They expressed willingness to start providing information to the media if approached.
3. Nearly 100% of all the environmental experts and advocates interviewed said that they were willing to contribute articles to a publication on climate change, if introduced to media contacts. Others also reported that they would help to distribute the publication, and to ensure that articles covering complex scientific issues were written clearly, so that ordinary people would understand them.



Flooding has severe effects on crop growth across Southern Africa

3.3.5 Farmer and Community Perspectives

1. Farmers were found to be generally aware of weather variations.
2. In some cases, farmers were already doing something to cope with the problem.
3. Over 90% of community members interviewed expressed a desire to receive more information on the causes of climate change and how it could be prevented, adaptation measures, and what they could do as individuals to help control the situation.
4. Radio was deemed the most popular and accessible medium for receiving information on climate change and climate change adaptation.

3.3.6 Policy Framework

1. The government has responded to climate change by developing the National Adaptation Plan of Action (NAPA).
2. The government has also strengthened its resolve to ensure conservation agriculture is mainstreamed in all agricultural activities involving land.
3. The government, through the Golden Valley Agricultural Research Trust (GART), has promoted research into agroforestry and conservation agriculture, as well the development of early maturing and drought-tolerant crops like cassava.
4. The region has strengthened environmental programmes through Comesa.
5. SADC has spearheaded the concept of vulnerability assessments through regional and country specific committees.



Soil drained of water is unable to support the crops communities so desperately need and rely upon for their livelihoods.



Flooded compound in Lusaka, Zambia



Over-reliance on rainfed crops - particularly maize - which are seriously affected by erratic weather patterns, has led to severe food shortages in Southern Africa in recent years

About **Panos Institute Southern Africa (PSAf)**

Our Mission:

PSAf works to empower communities across Southern Africa to participate in the development decisions that affect their lives.

Our Vision:

A Southern African community that is empowered to drive its own development.

In order to work towards achieving this vision, PSAf:



- *Amplifies*

the voices of poor and marginalized communities, so that they are heard at national, regional and international levels.



- *Creates*

accessible and effective communications channels, and provides platforms for stimulating informed and inclusive debate.



- *Supports*

the development of local, community and alternative media, particularly in its coverage of development issues, in order to make marginalised voices heard, and disseminate crucial development information.



- *Builds the capacity*

of the media, NGOs and other information providers to communicate regional development issues effectively, and to subject national and international policy to rigorous, constructive and informed analysis.



- *Generates & disseminates*

accessible, well-researched information packages on critical development issues, ranging from globalization to HIV/AIDS (contact info@panos.org.zm to request copies).



- *Provides an enabling environment*

for meaningful idea exchange between local and global development actors, ensuring Southern perspectives are heard at international levels.



- *Forges links*

and works as a broker in development dialogue among civil society, the media, academics, policy makers and other key actors.



- *Conducts research*

on communication and development issues to promote more informed decision-making and to provide guidance on the new information and technology world order.



- *Partners*

with national and regional media, as well as civil society, academics and NGOs, to advance the cause of the poor and marginalised.

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**Empowering communities across
Southern Africa
to drive their own development**